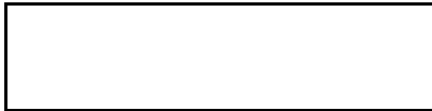


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OX CART



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29 July 1965

Copy 8

MEMORANDUM FOR THE RECORD

SUBJECT: Conversation with [redacted] General Manager,
Pratt & Whitney, West Palm Beach Division, re OXCART
Advertising Policy, 28 July 1965

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1. [redacted] called me the afternoon of 28 July to discuss in detail the most recent Lockheed Aircraft Corporation's two-page advertisement in the 19 July edition of Aviation Week. This advertisement featured a two-page black and white spread displaying the American flag and a small photograph of the YF-12A. The general tone of it was that LAC was boasting over the recapturing by the YF-12A of six major speed records from the Russians in the high mach number range. It was based upon the data made public by the Air Force at the time of the speed run this past early summer.

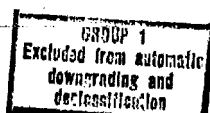
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2. [redacted] point was that P&W was keenly interested in winning the engine portion of the SST competition, just as Lockheed was interested in winning the airframe test but that P&W had purposely refrained from capitalizing on the 29 February 1964 surfacing of the YF-12A and subsequent publicity involving the aircraft, fearing that it might be inconsistent with the covert nature of the OXCART project. He said that he had called me because he felt that the current Lockheed advertisement cried out for some sort of response from P&W, without whose engine the records would not have been set.

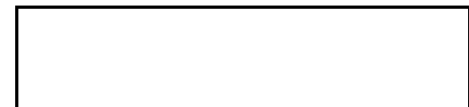
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3. [redacted] and I then discussed the whole philosophy of advertising under these peculiar circumstances, and I noted to him that our major concern with the current series of LAC ads was that there was no prior consultation between Lockheed and ourselves regarding the content, as is provided for in the basic contract. I added that we had endeavored, without signal success, to try to get Lockheed to consult with us and that we were now in the process of addressing this problem more directly to ensure that the trend toward greater and

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Page 2

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greater revelation of detail evident in the LAC ads did not inadvertently go beyond those items of information directly in the public domain.

 said that he was quite aware of the contract provision and that P&W would desire to consult with us on the language of any advertisement they might wish to place. He then added that he would undertake to send us suggested advertising copy for our review and approval based, as he said earlier, simply on the theme that it was P&W which made the YF-12A the record holder that it is today. I thanked him for his spirit of cooperation and said that we would endeavor to respond promptly to any advertising copy which he sent us. His whole performance was in marked contrast to the Lockheed approach to the problem.

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JAMES A. CUNNINGHAM JR.
Deputy Assistant Director
(Special Activities)

cc: Ex. Dir. - Compt.
OGC/LC
DD/S&T

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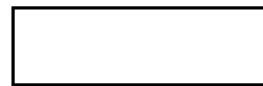


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Page 3

Distribution:

- 1 - DAD/OSA
- 2 - Ex. Dir. - Compt.
- 3 - OGC/LC
- 4 - DD/S&T
- 5 - D/TECH
- 6 - SS/OSA
- 7 - PS/OSA
- 8 - Chrono
- 9 - RB/OSA

DAD/OSA/JACunningham/mcm(29 July 65)

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